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ADL S&T Workshop

Focus on Mobile Learning for Military

“Mobile Learning Worldwide Using Delivery Platform”

May 21, 2010

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**ONPOINT**
cellcast
View, Listen & Learn



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Speaker Profile



- **Robert Gadd** - *President & Chief Mobile Officer*
- Company cofounder & technical architect for OnPoint's online and mobile learning solutions (since January 2002)
- Formally President & CTO of eDeploy, Inc., a leader in web-based project collaboration tools for global systems integrators & carriers funded by Cisco Systems (1997-2001)
- Formally Chief Technology Officer at Datatec (Nasdaq: DATC), a global systems integrator with 25 offices/950 resources specializing in complex network deployments (1992-1997)
- Cofounder three other firms (1982-1991)
- UT - Austin, Biochemistry & Math (1979-1983)



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LMS/LCMS and Mobile Learning Solutions



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Company Background



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LMS/LCMS and Mobile Learning Solutions

 **BlackBerry**

 **iPhone**

 **Windows Mobile**


Java

 **ANDROID**

symbian
OS

- **Formed in 2001** by team of systems integration, software development & media experts; 100+ mlearning projects (POC to Pilot to Production)
- Offering end-to-end mobile content and learning delivery technologies under the **CellCast® Solution** brand supporting all enterprise popular platforms (feature phones to smartphone devices)
- Complement core offerings with consulting, support, content production and custom development services
- Headquartered in Georgia USA with offices in Australia & New Zealand plus Strategic Partners in Canada, APAC & EMEA
- 100+ enterprise installations, **1M+ licensed users worldwide** reaching 250K+ mobile participants





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OnPoint Recognition & Awards



*1st Place "Mobile Learning Shootout"
4 of 4 Categories – Feb 2009*



*Mobile Learning Excellence Awards
1ST Place Solution for Corp/Commercial*



*"This software meets an increasing
need for smartphone applications
that go well beyond e-mail."*



*Brandon Hall Research
"Best mLearning Authoring Tool"
Gold Award - April 2010*



*"Tests Go Mobile"
Sept 2008*



*"FreePad Solution"
Sept 2003*



*"Us[es] the iTunes style content-
syncing and organization to
manage business info that mobile
workers need. Good idea!"*



*CellCast Solution: 6 Wins
2007 through 2009*



*"Best Mobile Learning"
DevLearn Nov 2007*



*Mobile Widget Contest
April 2008*



*"There's no question applications like
this will be embraced by forward-
looking CIOs"*



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Selected LMS/Platform Customers



Tellermate

Brighton®





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Select Mobile Learning Projects

Current Mobile Customers, Partners, Paid Pilots & POCS



at&t

Bell





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mLearning Challenges in the Global Enterprise



1. **Content:** Ease of Design, Creation & Deployment
2. **Devices:** Interoperability & Platform Agnostics
3. **Security:** Protection for all Information/Assets
4. **Globalization:** Localization & Delivery
5. **Methods:** Formal vs. Informal Learning
6. **Integration:** Tracking, Reporting & Connection





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1. Content: The Conundrum of Approach





1. Content: The Conundrum of Approach

Tools & Methods Employed	Instructor-Led/ Classroom Training	Online/ eLearning	Mobile Learning	
			Basic Phone	Smartphone
Typical Delivery Model	Live or Distance Learning	HTML/Flash Content	Audio & SMS-Based	HTML/Media
Tracked Results	Yes	Yes	Yes	Yes
Present Audio Files	Yes	Yes	via Voice	Via Voice or Podcast
Present Video Files	Generally via DVD/VHS	Generally Flash	No Video Support	Downloaded or Streaming
Present Flash Animations	Yes	Yes	No	Limited Support
Present Simulations	Yes	Yes	No	Limited Support
Assessment Delivery	Printed/Written	Electronic/Web	Voice/IVR or SMS	Downloaded or Mobile Web
Typical Module Duration	60 minutes	20 minutes	30 minutes (Qty: 10x3-min sessions)	30 minutes (Qty: 8x4-minute sessions)
Avg. Dev. Time/Module	50 hours	50 hours	10 hours	25 hours
Avg. Seat Time/Session	60 mins.	20 mins.	3 minutes/session	4 minutes/session
Access Frequency/Module	1 time	1-2 times	1-2 times	1-5 times
Social Networking Support	External Systems Only	Text Comments	Voice & SMS	Voice/SMS/Text/Image/Video
Key Advantages	Live instructors are more interactive and engaging; learners better focused for session; less distraction.	Anytime learning for users with access to a network-connected computer; can work at their own pace, some interaction.	Can use any phone, nominal learning curve for users with faster content uptake; Mgrs can create content via phone.	Personalized anytime/anywhere learning with faster content uptake; Managers can create content/media via phone.
Key Disadvantages	Training is instructor, time and location dependent; added facility costs and travel expenses.	Training is self-service, non-proctored; security concerns may exist, learning distractions are likely.	Only supports simplified content types (narrative, short, bursty); phone requires network signal from carrier.	Requires better more expensive mobile devices + expensive data plans; displays vary; content diversity can be a challenge.

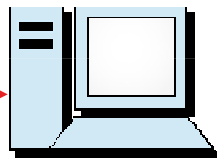


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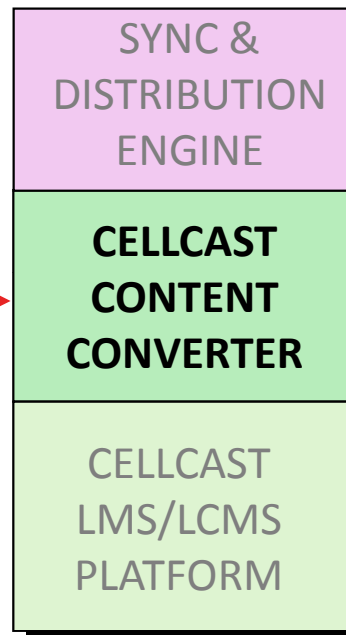
1. Content: Transcoding (Video)

Leverage Conversion Profiles

- Ingest any master source files & formats (AVI, MP4, MOV, WMV, MPEG-2, others) to generate outputs
- Encode to any customer and/or device-specific reqs.
- Optimize for varied delivery modalities (on-device, streaming or audio-only)
- Manage any DRM requirements as needed



Authors



"Classic" Models

Low-Res



3GPs



"Modern" Models

Hi-Res



MP4s/WMVs



"Media" Models

Wide

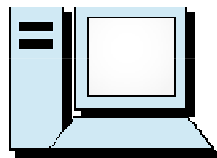


M4Vs/MP4s
& HTML5

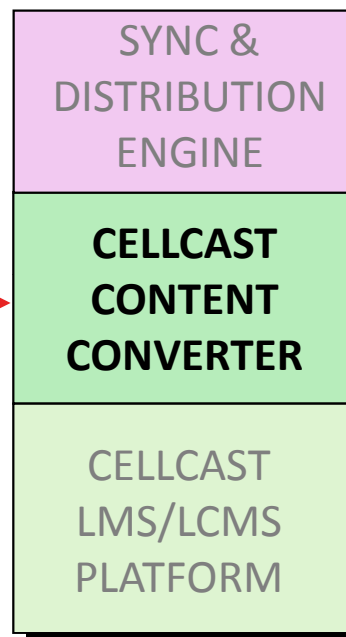


Conversion Profile

- Create standard Microsoft *PowerPoint* presentation with all included shapes, animations & recorded narration
- Upload PPT file to server for conversion
- Output file packaged for delivery as a Learning Nugget with associated test or survey
- Playback on BB device using proprietary "Player" with zooming & rotational support
- Compressed format is 20-70% smaller than PPT



Authors



"Classic" Models



"Modern" Models



"Media" Models

Low-Res



No Audio

Hi-Res



+ Audio

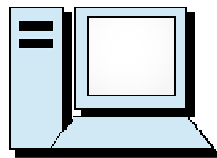


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Future Content Support: Flash!

Conversion Profile

- Generate basic SWF content using Adobe *Flash MX* or similar 3rd party
- Upload SWF file to server & create nugget
- Output file as a Learning Nugget with associated test or survey
- Playback on BB device using Adobe Flash 10.1 Player on supported smartphone devices
- Plays similar to a video but with limited/no interactions.



Authors

SYNC &
DISTRIBUTION
ENGINE

CELLCAST
CONTENT
CONVERTER

CELLCAST
LMS/LCMS
PLATFORM



“Classic” Models



“Modern” Models



“Media” Models

Med-Res



SWF File



Typical mLearning Content Types & Methods

1	 Alerts & Notifications	<ul style="list-style-type: none">• Reminders, Updates, Changes• Triggered Email & SMS Messages• via Business Rules, Template Driven
2	 Interactive Messaging	<ul style="list-style-type: none">• Interactive Messaging Campaigns• Serialized/Subscription Content Delivery• Low Cost Data Collection Tools
3	 Voice Content	<ul style="list-style-type: none">• Phone-accessible Podcasts• Narrative Content• Interactive Surveys & Tests
4	 Reference Materials	<ul style="list-style-type: none">• HTML & TXT Pages• Adobe <i>PDF</i> Files• Syndicated Content (RSS)
5	 Content & Courseware	<ul style="list-style-type: none">• HTML & Dreamweaver Courses• Flash Cards/Interactive Tests• 3rd Party Mobile-ready Modules
6	 Media Content	<ul style="list-style-type: none">• Downloaded/Streaming Video/Audio• Animated Slides/Flash-style Content• Side-Loaded Media Delivery



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2. Devices: A Global Market – Think Big!!

Basic
Cellphones



3+ Billion

Data-enabled
Smartphones



600+ Million



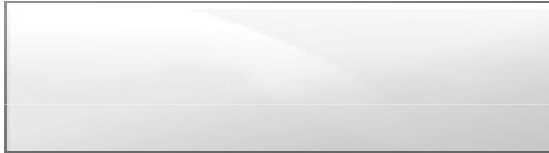

Premium
Smartphones



350+ Million



Basic Feature Phones Supports mLearning For...

- 1  Alerts & Notifications
- 2  Interactive Messaging
- 3  Voice Content
- 
- 
- 



Any Phone, Any Carrier, Anywhere



Advanced Smartphones & Mobile Devices Support...

1



Alerts &
Notifications

2



Interactive
Messaging

3



Voice
Content

4



Reference
Materials

5

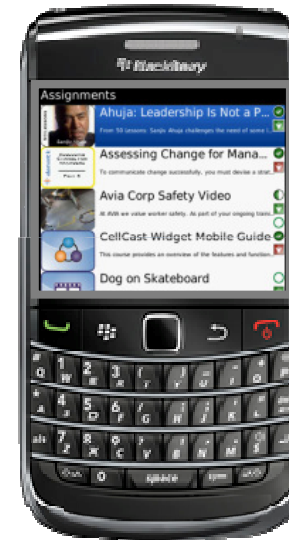
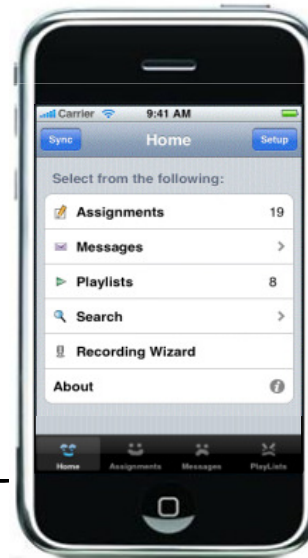


Content &
Courseware

6



Media
Content





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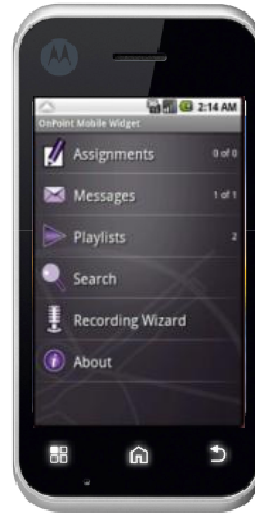
2. Devices: “App” Frameworks We Support



RIM BlackBerry



WinMo 5-6-7*



Google Android



Nokia Symbian



Apple iPhone, Touch & iPad



Netbook Devices
(Windows or Android)



Palm Pre/Pixi



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CASE STUDY #1

CO: Xerox/Affiliated Computer Services

Reqs: On-boarding & Info Broadcast Projects

Tech: CellCast v2.0 (Widgets & Mobile Web)

Market: Launched May '10 with 2K execs, expands to 50K mobile users summer 2010

Overview: Strategic Partner ACS (now Xerox) is leveraging their CellCast platform to provide mobile-friendly content to company executives for the combined entity including status updates, changes to policies/procedures and organizational changes. Senior execs with smartphones access content on-device although the core platform is also poised to provide mobile content support for several market-specific outreach programs to existing customers.

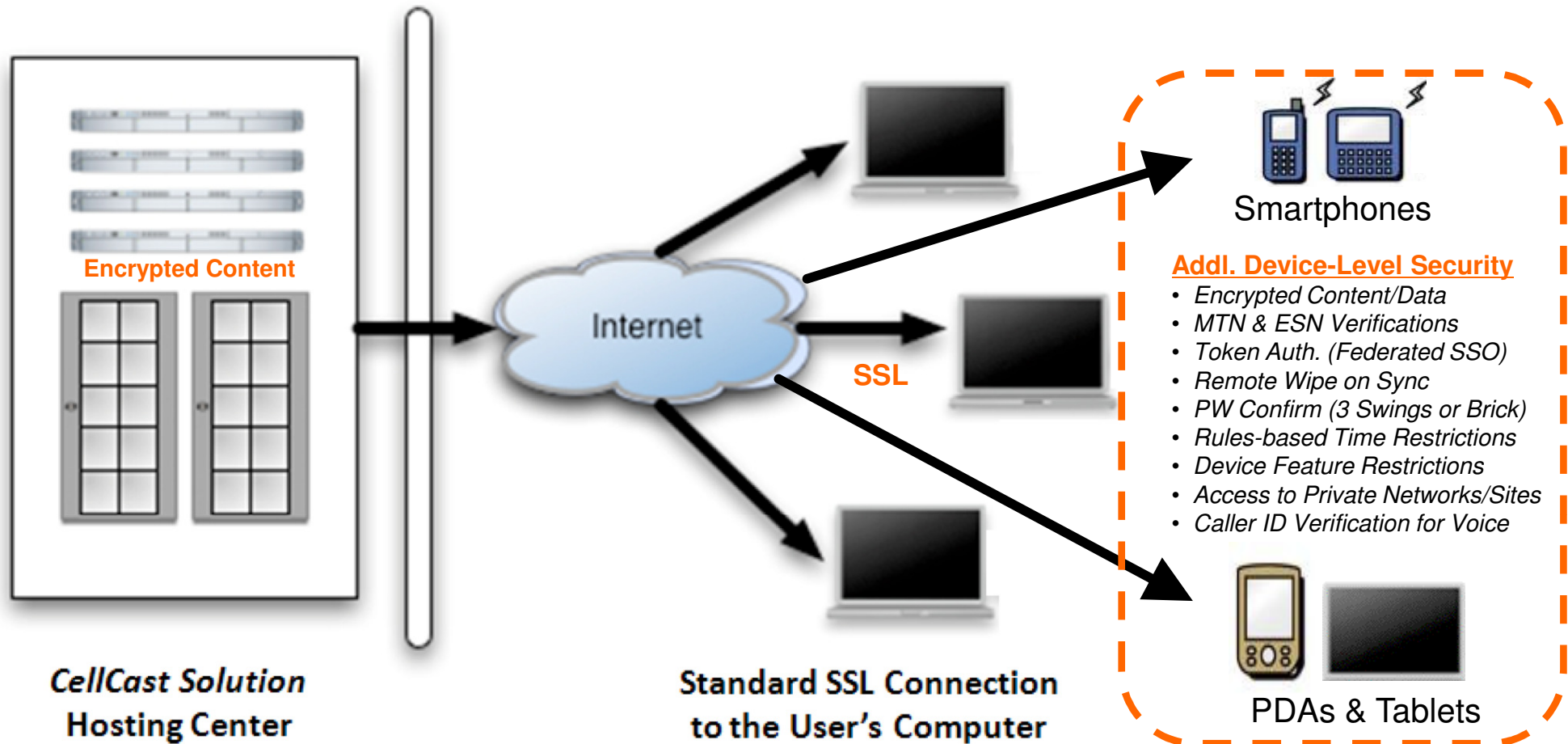
The screenshot displays the Xerox ACS mobile application interface. At the top right is the ACS logo, consisting of three orange diagonal lines above the letters 'A C S'. The main content area is divided into three sections:

- Top Section:** Features the Xerox logo and a prompt "Please enter your Group Code". Below this is a text input field labeled "Group Code:" and an "Enter" button.
- Middle Section:** Features the Xerox logo and the heading "HCRA HR Professional Welcome". The text reads: "Welcome to the *Health Care Reform for the HR Professional* learning series!" and "In this series, you will learn about the major provisions of health care reform, their effective dates, and the implications for employers. You will also learn about the role and responsibilities of the HR Professional in addressing this change."
- Bottom Section:** Features the Xerox logo and the heading "HCRA HR Professional Module Index". It lists seven modules for review:
 1. Health Care Reform Introduction
 2. HCRA Immediate Actions
 3. HCRA Timeline
 4. HCRA Messaging and Communication
 5. HCRA Actuarial and Strategy
 6. Glossary
 7. FAQsBelow the list, it states: "Reviewing the content in sequential order is recommended."

At the bottom of the screen, a copyright notice reads: "© 2010 Xerox Corporation. All rights reserved."



3. Security: End-to-End Requirements





3. Security: End-to-End Requirements

When “Anytime/Anywhere” Isn’t Right

Send Test SMS Message

old (Sm

chedule

User Access Schedule Close

☒ Limit user access Week #13 - Mar 22 2010

	12am	1am	2am	3am	4am	5am	6am	7am	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm		
	1am	2am	3am	4am	5am	6am	7am	8am	9am	10am	11am	12am	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	12am		
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[Clear all](#) | [Set all](#) | [Standard work day](#)

Save Close



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4. Globalization: Languages + Access

Localization Challenges are Complex

ADMINISTRATION: MODIFY LANGUAGE PHRASES

Finished

English - mobile (version 90)

Application: ☐ Opcv ☐ Opec ☐ Opdoc ☐ Oppm ☐ Opportal ☐ Opwm ☐ Opcommon ☒ Mobile ☐ Opmm ☐ Opforum ☐ Reports

Phrases: Standard

Key Filter:

[Add Phrase](#) | [Increment Version Number](#) | [Delete Phrases](#)

Key	Default English (* changed)	Blackberry	iPhone	WinMobile	Symbian	Android
about	About					Y
	English About					
about_tandc	Terms and Conditions *	Y	Y	Y	Y	
	English Terms and Conditions *					
about_tandclink	http://www.opmobile.com/ula.html *	Y	Y	Y	Y	
	English http://www.opmobile.com/ula.html *					
about_terms	For terms and conditions, please visit our Web site: onpointdigital.com.					Y
	English For terms and conditions, please visit our Web site: onpointdigital.com.					
about_text	OnPoint's CellCast Solution is a fast, economical, and innovative way to create, notify, deliver, and track mobile learning content with associated interactive assessments and surveys to mobile workers via any cellular phone, VOIP client or standard telephone handset.	Y	Y	Y	Y	
	English OnPoint's CellCast Solution is a fast, economical, and innovative way to create, notify, deliver, and track mobile learning content with associated interactive assessments and surveys to mobile workers via any cellular phone, VOIP client or standard telephone handset.					
action_pickpic	Select a Picture *		Y	Y	Y	
	English Select a Picture *					
action_takepic	Take a Picture *		Y	Y	Y	
	English Take a Picture *					
activation_fail	Invalid activation code. Please re-enter code or leave text box blank and click Continue to manually configure your device.		Y	Y	Y	



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CASE STUDY #2

CO: Eli Lilly Japan, K.K.

Reqs: Mobile Workforce Enablement

Tech: CellCast Solution v2.0

Market: Launched Fall 09 with 50 Regional Sales Reps; expanded 1,600 APAC, 6K Global

Overview: Anytime/anywhere training and support for sales teams across Japan and Asia Pac potentially expanding into other select global markets. Mobile workers equipped with RIM BlackBerry 9000 & 9700 smartphone have just-in-time/just-in-case access to divisional-specific training resources, podcasts, video presentations, ethics and compliance content, assessments and IT training. All content and the on-device learning experience is available in both English and in Japanese.

Lilly

Your Source for anytime, anywhere information

Welcome to the Eli Lilly Mobile Learning Library. From here, you have just-in-time access to helpful content you can view online at your desktop or download to your supported smartphone or portable media player.

To get started, log in with your username and password on the left. For some quick how-to help, click on the Help Guide button. Click the plus (+) sign next to "My Content" to access your assigned content.

Create your own playlists to organize content you want to review later—these playlists sync automatically to your smartphone tool!

Finally, click the plus (+) sign next to "My Mobile Devices" to confirm that your correct mobile device is selected. This affects the type of content you will receive on your phone.



レッドブック

ホーム > 主要グローバルポリシーの概要

職場における行動

業務を遂行するには、常に当社のバリューとブランドに沿った行動を心がけなければなりません。私たちはリー・の社員として、信頼と信用に値する行動を取る必要があります。「誠実性の追求」の実践を心がけて日々の責務を果たし、社また訪問者を含む他者への対応や、当社の資産の扱いを適を尊重する姿勢を示さなければなりません。

1. 職場での行動
2. 医薬品、医療機器、生物学関連の法律および規制
3. 安全衛生および環境
4. 個人および物理的資産の保護
5. 研究用動物
6. 不正使用防止対象物質 (SSS)

ホーム > 主要グローバルポリシーの概要

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Lilly The Red Book

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- ・ さらに、理由や承認の制限に従い、社員は、コンプライアンス違反や倫理違反またはその他の疑いのある事由を報告しなければなりません。

所属国における報告提出の情報は、レッドブックをご覧ください。

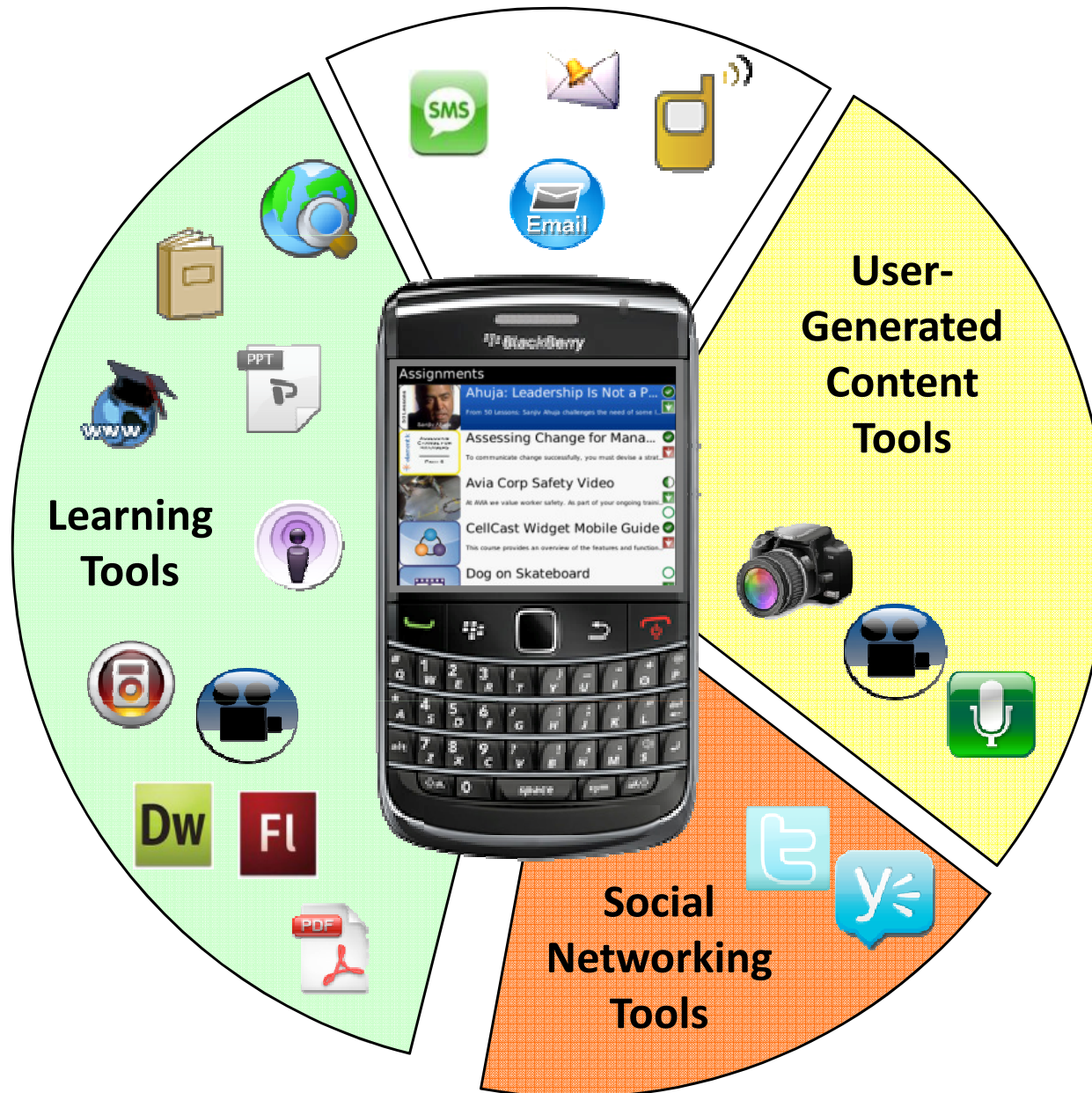
- ・ このような報告を行った者に対する報復は決して許されません。
- ・ 社員はまた、有害事象不都合な出来事、製品への苦情、アニマルケア、その他セキュリティおよび安全に関連する事柄について、さらなる報告義務に従う必要があります。





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5. Training Methods: Formal vs. Informal Services





5. Training Methods: Formal vs. Informal Services

Microblogging Interactions

General Training Team Forum



Position Count



[Add Entry](#)



Elwood, Wynter: I'm pondering lots of other useful ways we can collaborate and exchange ideas via these mobile threads. And I am happy they are private too.

Mar 16 2010 4:41 PM · [Reply](#) · [edit](#) · [Attach File](#)



Tillett, Jeff: The ability to review and make comments from your mobile device - any T-Mobile smartphone in fact - is really terrific! And each different mobile device we offer is supported with its own custom CellCast 'Widget' technology provided by OnPoint Digital, our mobile learning partner. Leveraging their technology and platform allows us to concentrate on the design and build of great content while no longer needing to worry about the nuances of content delivery to every new device we sell. Cool stuff!

Mar 16 2010 4:38 PM · [Reply](#) · [edit](#) · [Attach File](#)



Kelson, Amie: This course seems a bit dated to me. Will someone step up to updating it before the quarterly sales meeting in Reno next month?

Mar 16 2010 3:53 PM · [Reply](#) · [edit](#) · [Attach File](#)



Chrisman, Mark: Welcome to the forum for the 'Think Lifetime Customer' course. Use this social area to exchange info and ideas about this course.

Mar 16 2010 3:46 PM · [Reply](#) · [edit](#) · [Attach File](#)

T-Mobile T&D 2011 Objectives



Position Count



[Add Entry](#)



Bruguera, Kathleen: Count me in too. I love all this new technology stuff! It is one of the reasons I work at the world's greatest wireless company anyway!

Mar 16 2010 4:48 PM · [Reply](#) · [edit](#) · [Attach File](#)



Bushey, Nathan: I totally agree, Wynter. We can use the extra time to reflect on new tools and technologies that appeal to our Next Gen target audience.

Mar 16 2010 4:46 PM · [Reply](#) · [edit](#) · [Attach File](#)



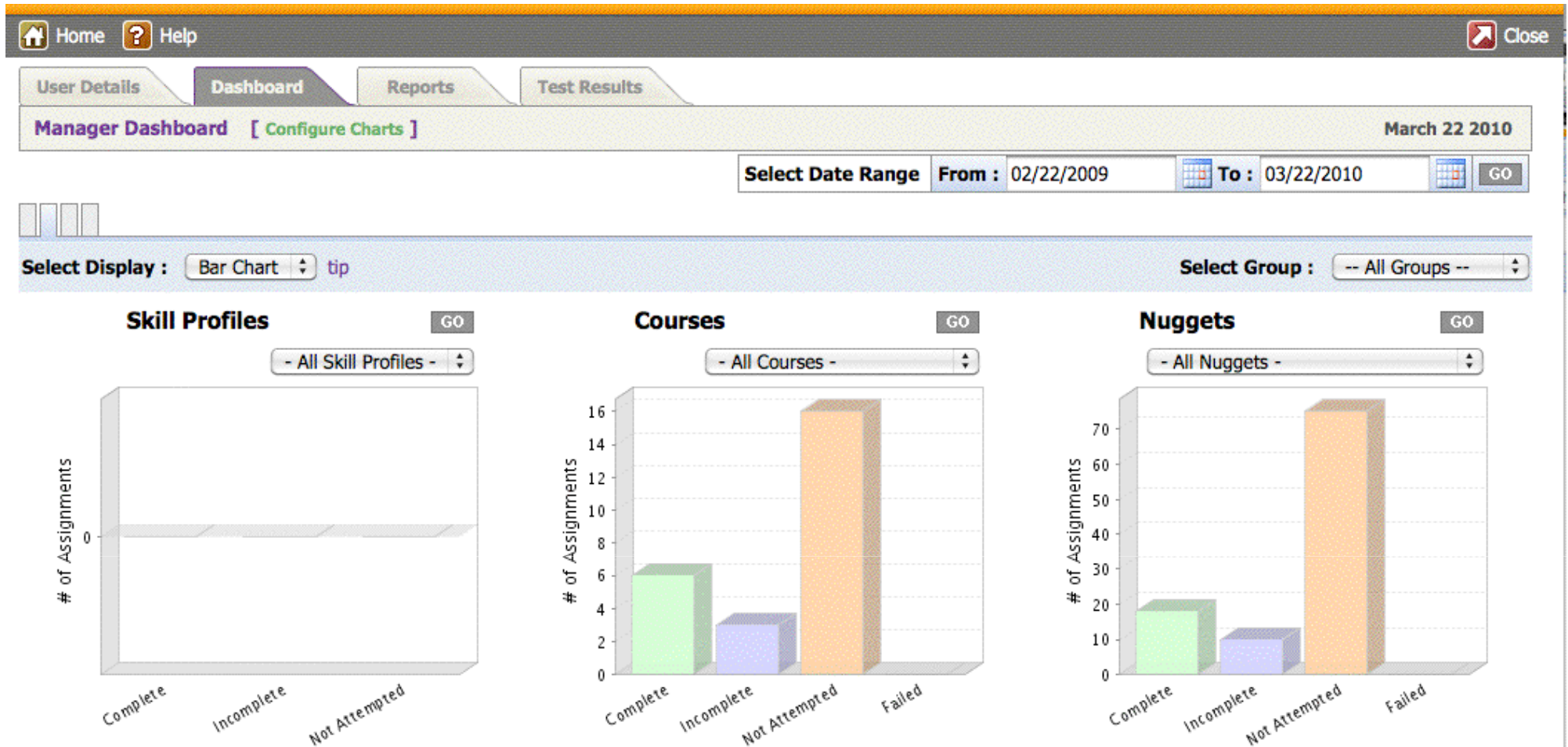
Elwood, Wynter: I'd like everyone to start thinking about our 2011 Training Objectives and goals. For instance, mobile delivery should be a key priority.

Mar 16 2010 4:45 PM · [Reply](#) · [edit](#) · [Attach File](#)



6. Analysis: End-to-End Requirements









Rich Reporting Tools & Analytics





6. Analysis: Integration Methods

Typical Integration Phases

Phase/Elements	Data Exchange	Methods	Customer ↔ OnPoint
1 users devices auth 	User Profiles <ul style="list-style-type: none">• Contact & Mgr Info• Roles, Locs, Job Codes• Device Profiles/Security	<ul style="list-style-type: none">• Batch Import• Scheduled Feeds• WSDL/REST (pref.)• SSO/Federated	
2 progress scores 	Completion Results <ul style="list-style-type: none">• Assignment Status, Time• Test Scores, Answers• Triggers & Notifications	<ul style="list-style-type: none">• Batch Output• Hourly/Nightly Updates• Dynamic Updates (pref.)• Data Warehouse	
3 assignments messages 	Assignment from LMS <ul style="list-style-type: none">• Initial Mobile Assignments via Customer LMS or Appl.	<ul style="list-style-type: none">• Dynamic Updates• Messaging API	
4 content 	Create Content in LMS <ul style="list-style-type: none">• Author Content & Tests in Customer LMS/LCMS plat.	<ul style="list-style-type: none">• Rich Authoring Tools• Very Deep Integration	

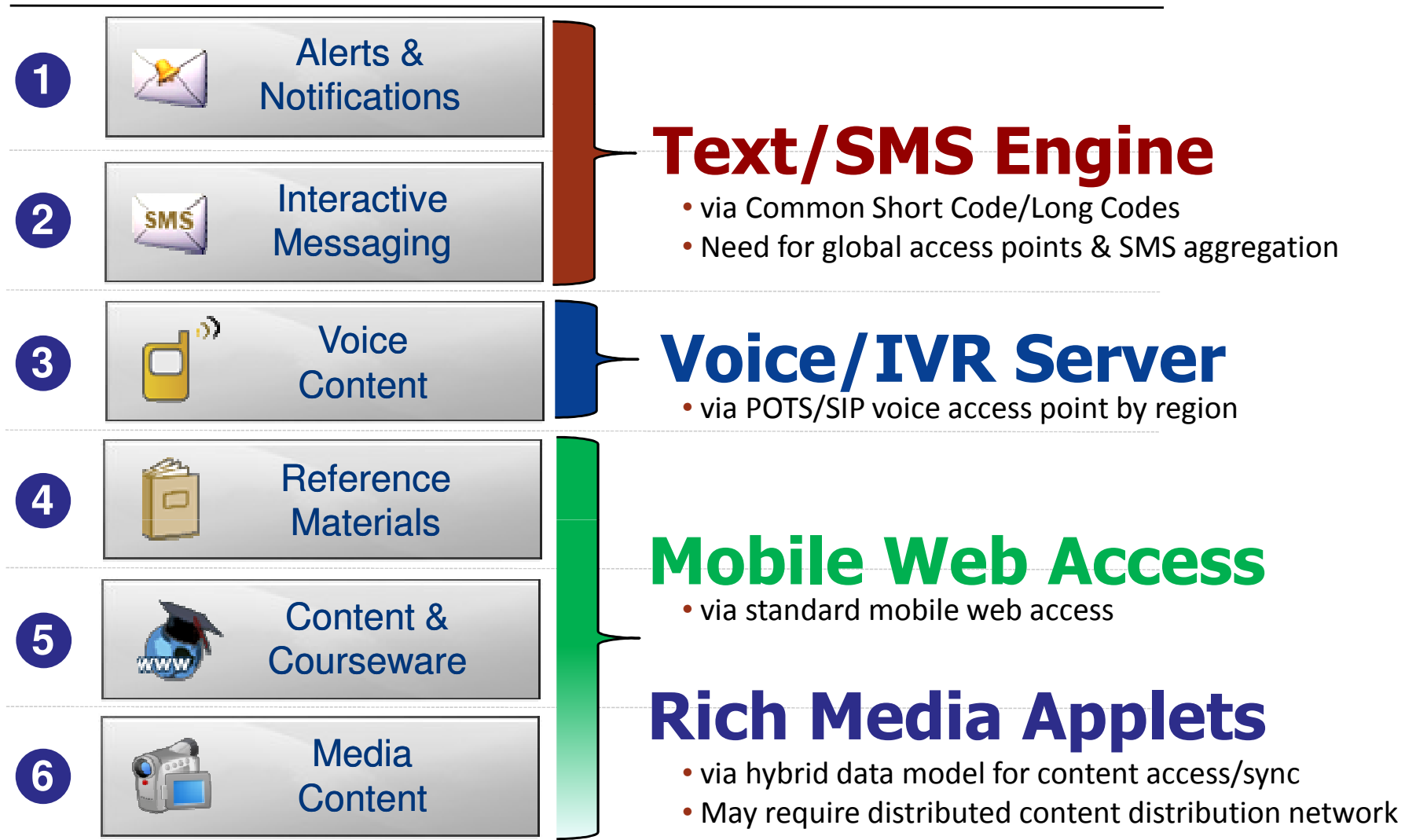


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The CellCast Solution



CellCast: “*End-to-End Platform*” Using 4 Toolkits





CREATE

Admin Portal



- Create Users/Profiles
- Create/Convert Content
- Notifications/Alerts
- Easy to use Wizard UI



DEPLOY

Mobile Devices

- Assignments
- Notifications
- Master Library
- Recording
- Collaboration



Web Portal

- Master Library
- Assignments
- Playlists & Sync
- Ratings/Social
- Manager Tasks



MANAGE

Manager

Skill Profile Progress (Chart) - 2009
Skill Profile: Cypress - Sales Manager Competency
User Status: Active
User Role: All
Date Range: 8/12/2007 - 8/12/2009

User ID	Name	Logon	Completion Status	Time Used
32	Alfaro, French	French	Incomplete	00:00:00
179	Berry, Brian	berryb@myc.com	Incomplete	00:00:31
475	Berry, Sara	sara.berry@myc.com	Incomplete	00:00:00
39	Berkley, Sheryl	sherylberkley@myc.com	Incomplete	00:00:00
361	Berkley, Billy	bberkley@myc.com	Incomplete	00:00:00
41	Brown, Dawn	dawnbrown@myc.com	Incomplete	00:00:00
42	Brown, Kelly	kellybrown@myc.com	Incomplete	00:00:00
283	Brown, Bonnie	bonniebrown@myc.com	Incomplete	01:39:25
48	Burns, Lela	lela.burns@myc.com	Incomplete	00:00:00
2	Eastman, Mark	mark.eastman@myc.com	Incomplete	00:00:00
308	Fox, Michael	michael.fox@myc.com	Incomplete	00:00:00
12	Galt, Robert	robert.galt@myc.com	Incomplete	00:00:00
63	Gallagher, Chris	chris.gallagher@myc.com	Incomplete	00:00:00
385	Gore, Ralph	ralph.gore@myc.com	Incomplete	00:00:00
528	Hansen, Cathy	cathy.hansen@myc.com	Incomplete	00:00:00
213	Hawkins, Timothy	timothy.hawkins@myc.com	Incomplete	00:00:00
286	Orfield, A. Ted	ted.orfield@myc.com	Incomplete	00:00:00
1329	Saltzman, Paul	paul.saltzman@myc.com	Incomplete	00:33:33
382	Sanches, Heidi	heidisanches@myc.com	Incomplete	00:00:00

- Manage Playlists
- Define Groups/Jobs/Locations /Biz Rules
- Run Reports & Detailed Analysis
- Update Languages
- Integration to other LOB Apps



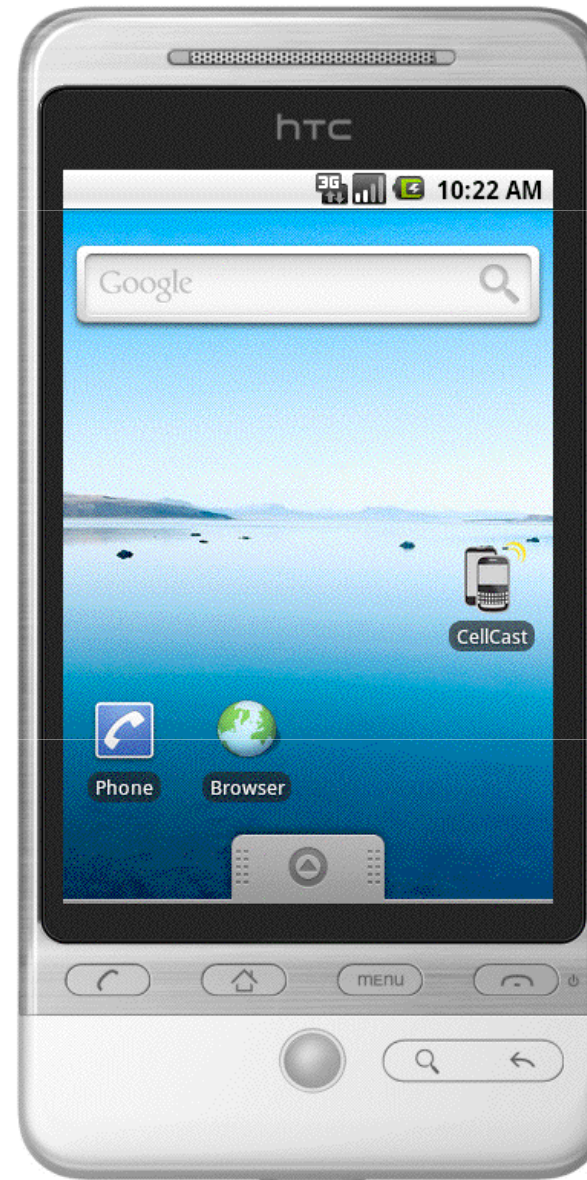
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Mobile Learning: On-device Experience



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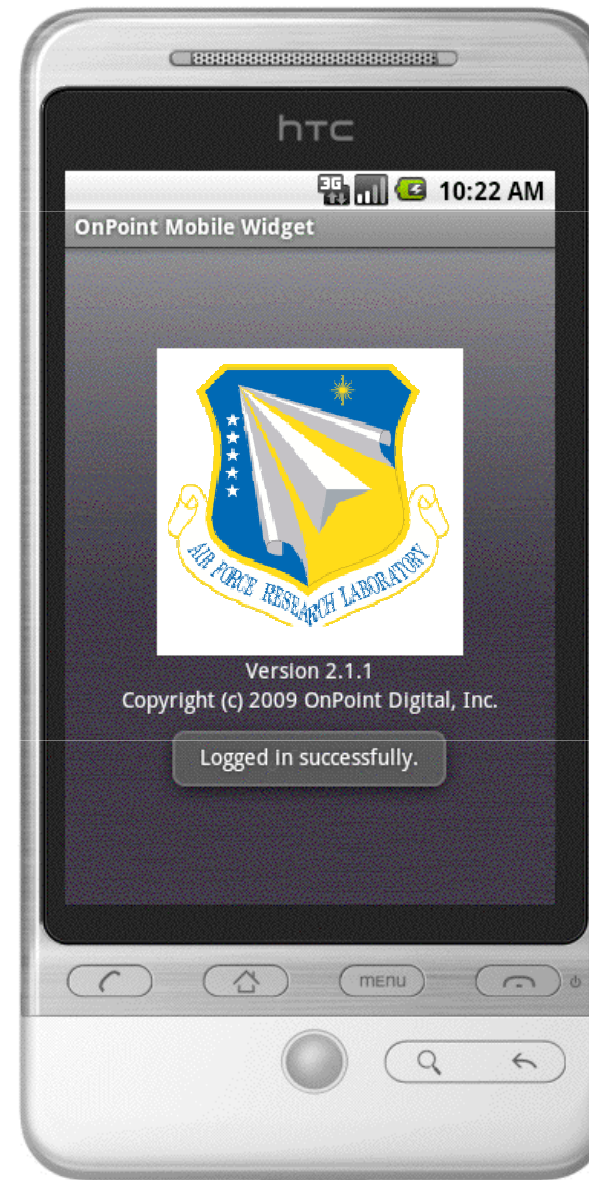
CellCast Experience: Installed “Apps” on Device





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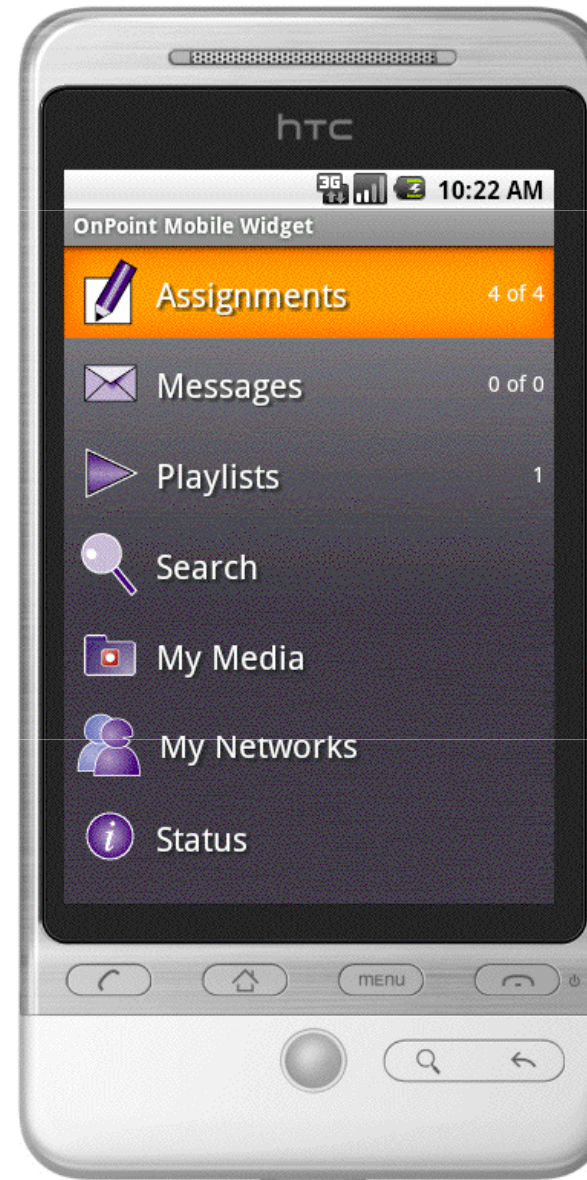
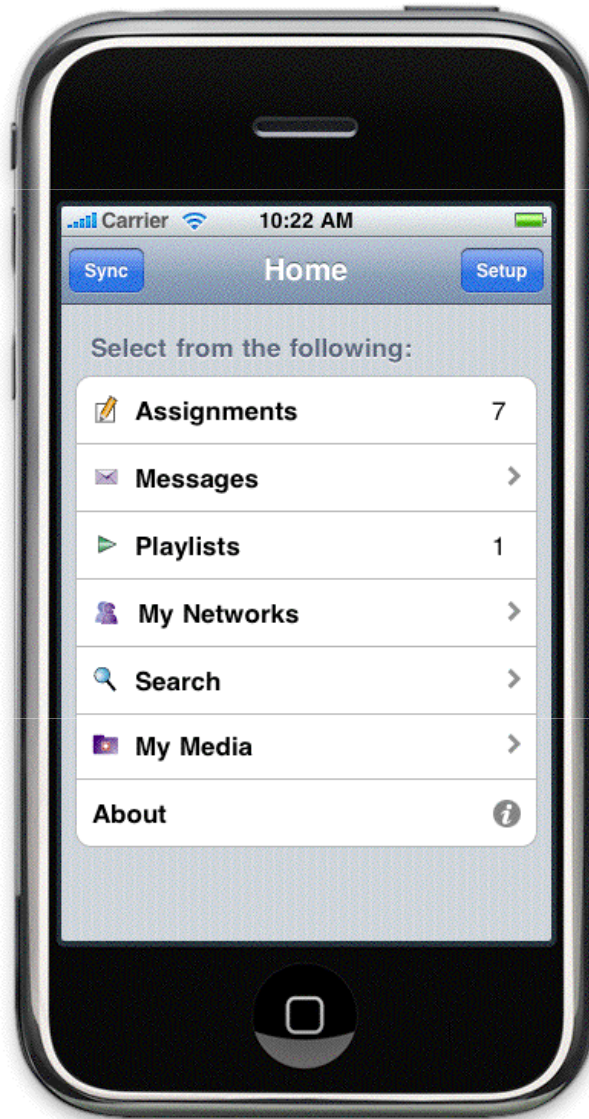
CellCast Experience: Customer Branding





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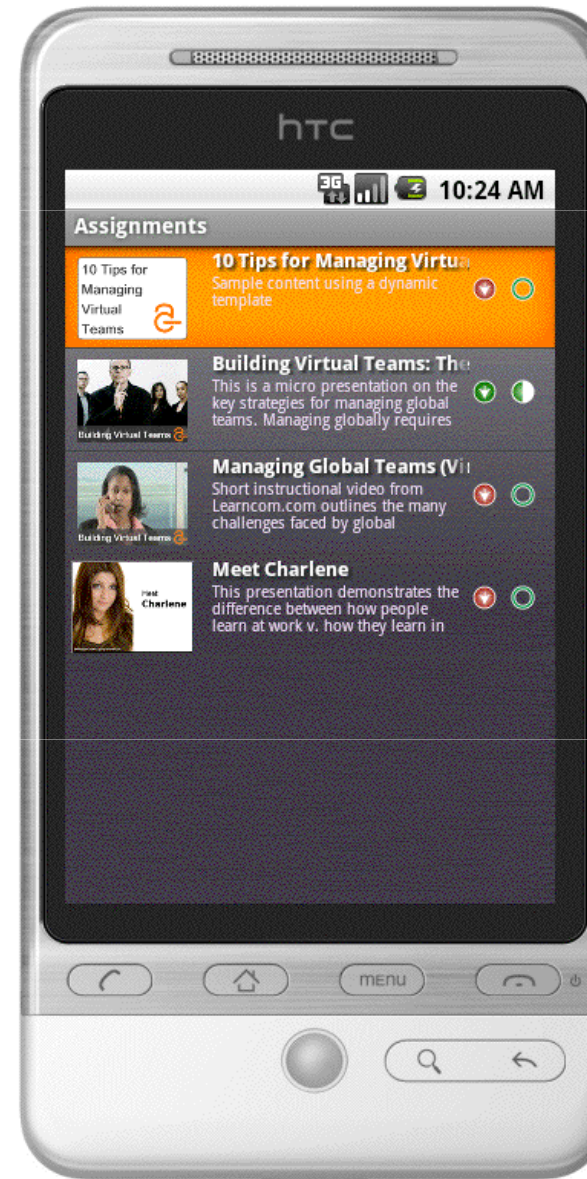
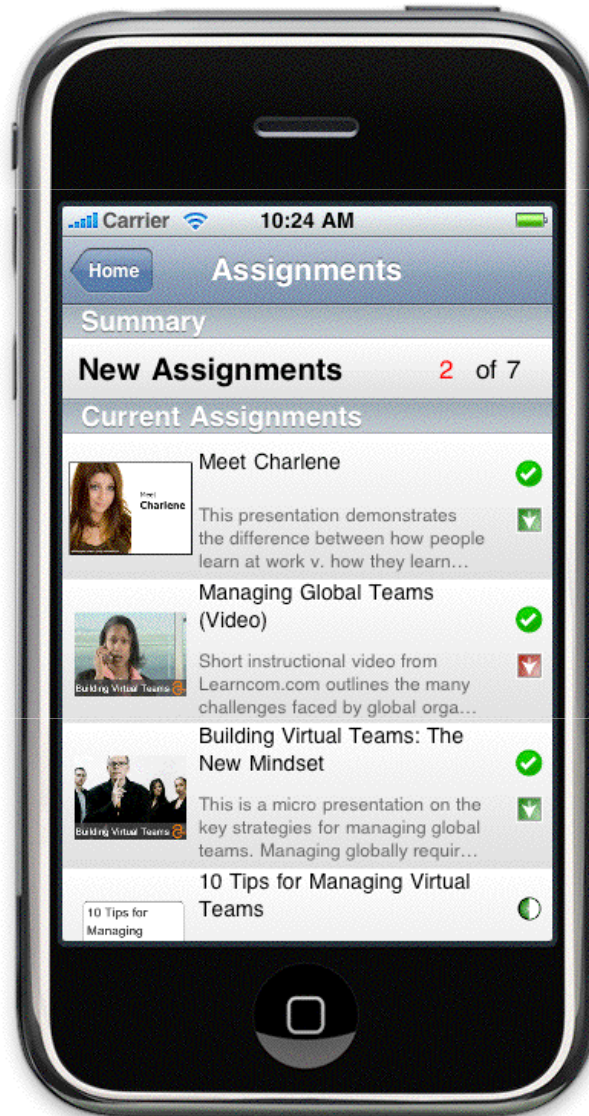
CellCast Experience: Main Menu/Features





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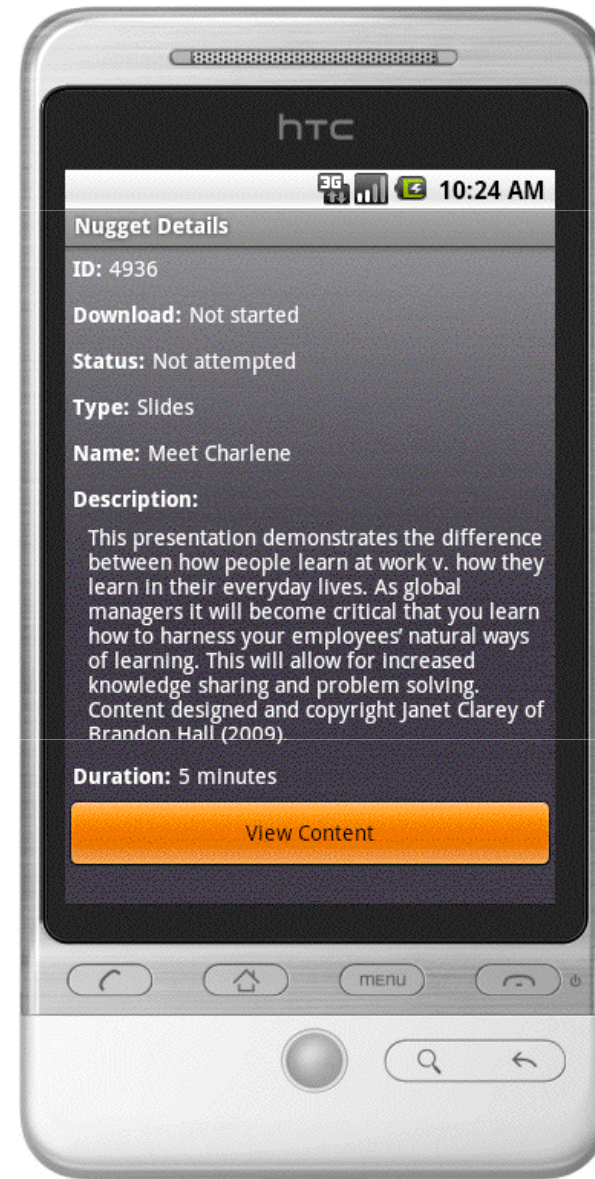
CellCast Experience: Assignment List





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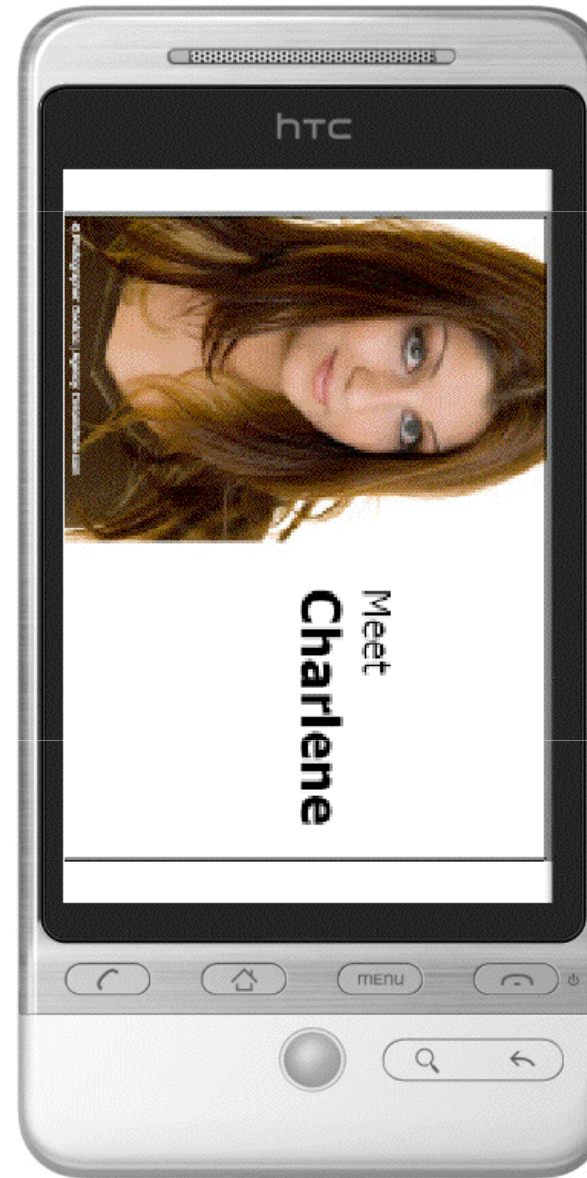
CellCast Experience: Assignment Details





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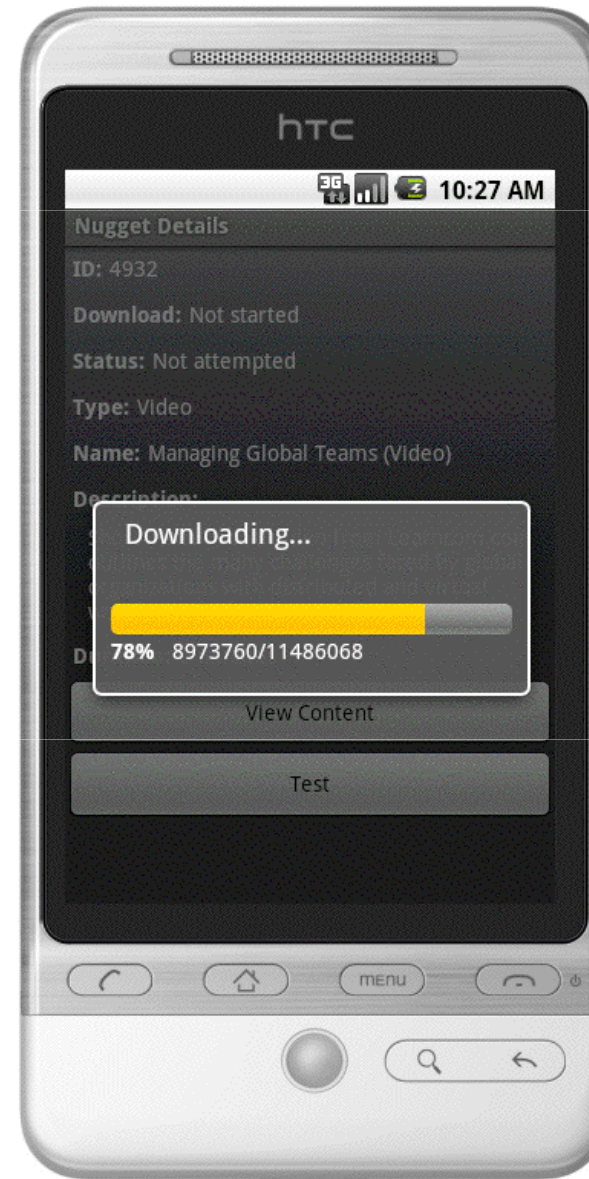
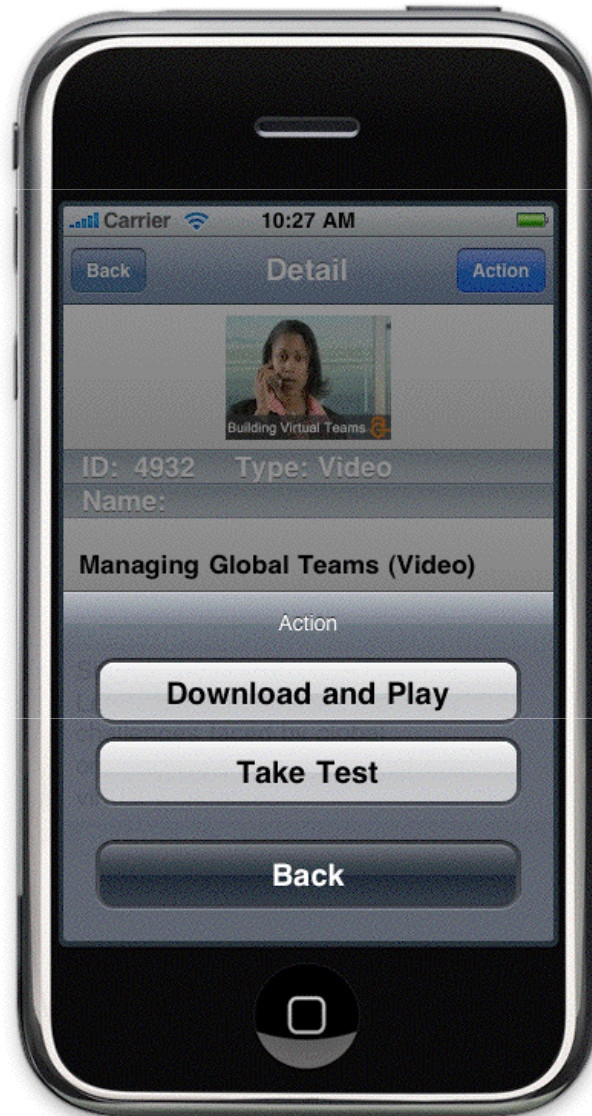
CellCast Experience: Content Playback/Tracking





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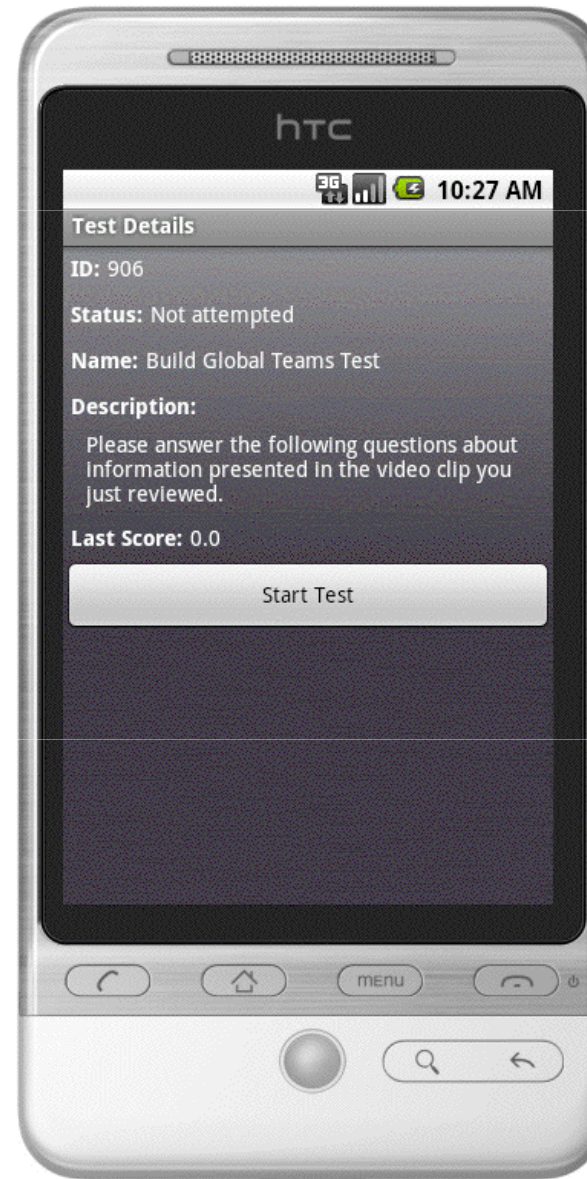
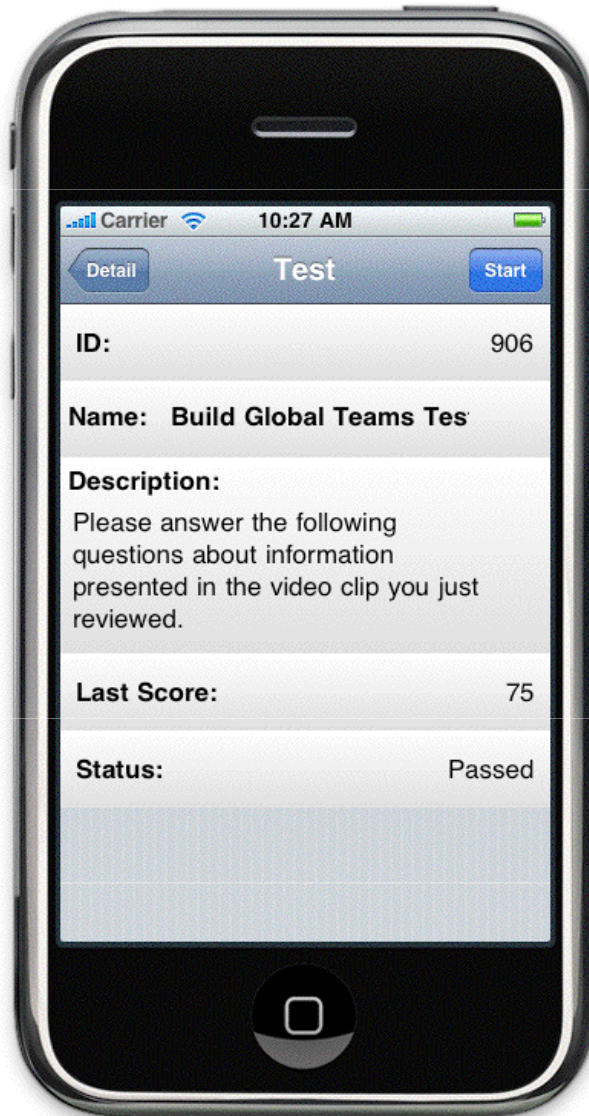
CellCast Experience: Content Delivery





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CellCast Experience: **Launch Assessment**





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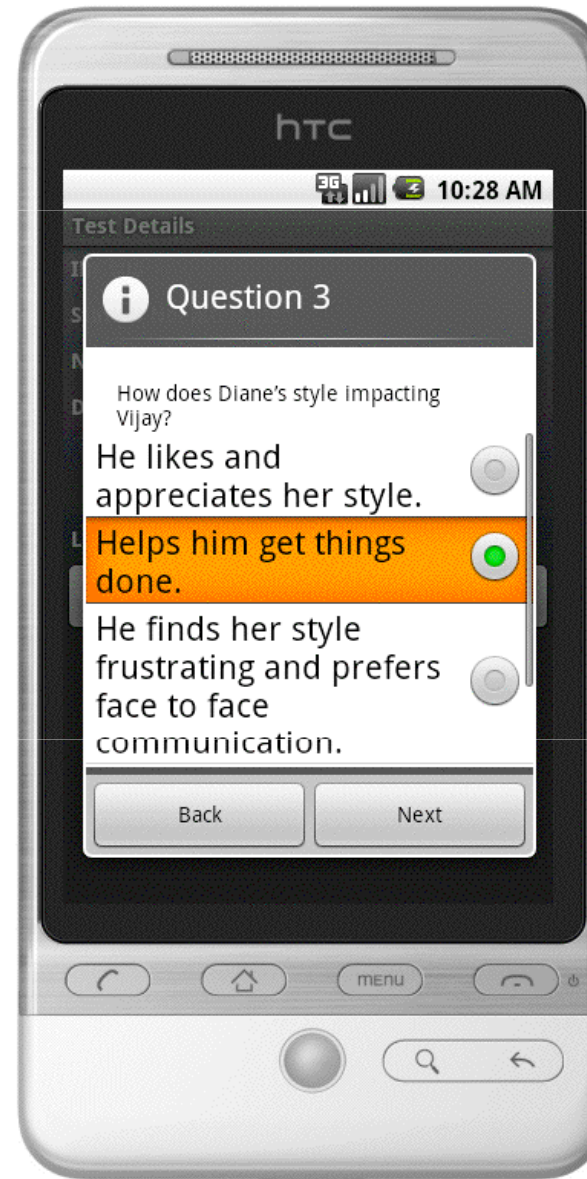
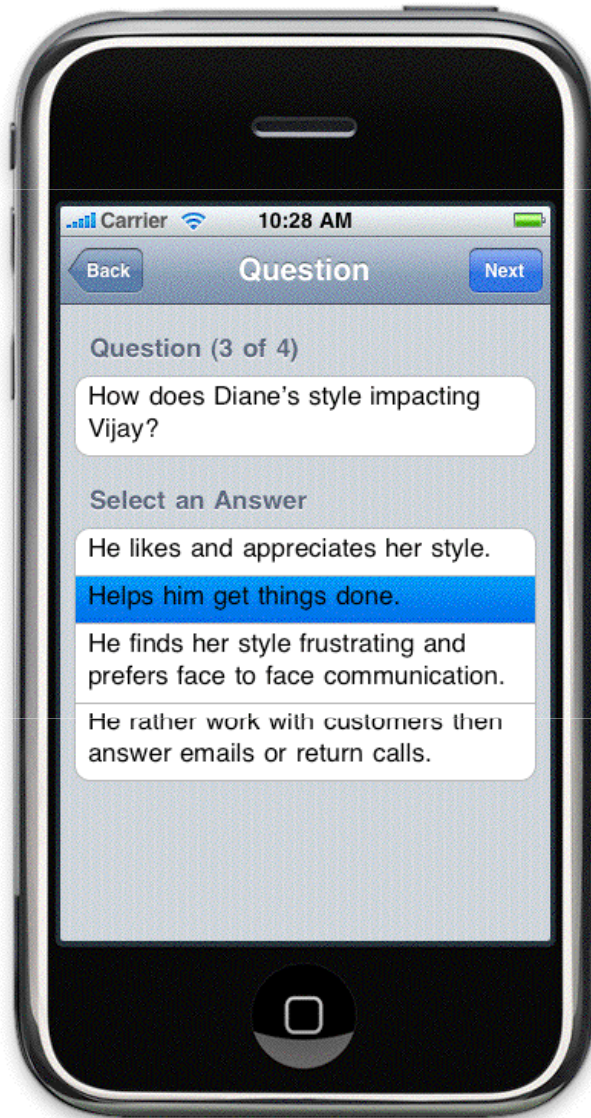
CellCast Experience: Answering Question





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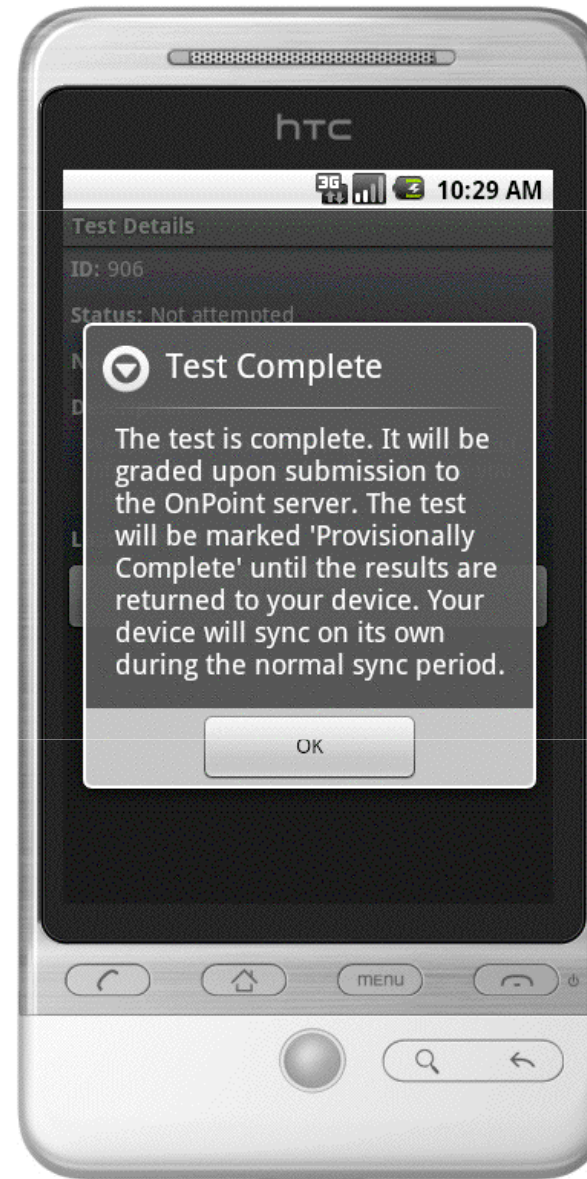
CellCast Experience: Answering Question





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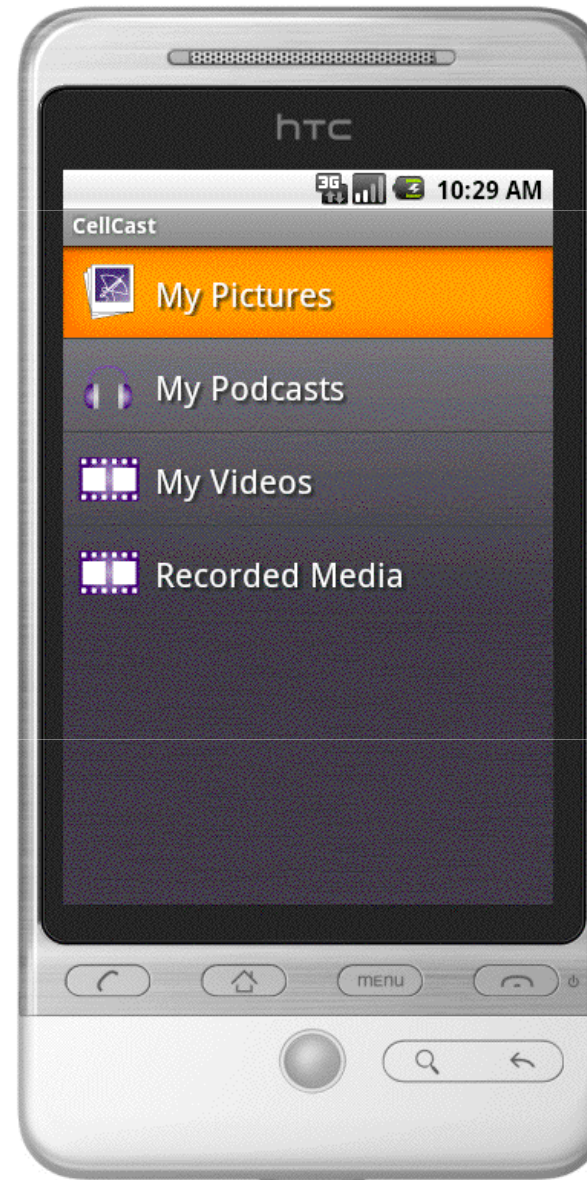
CellCast Experience: **Uploading Test Results**





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CellCast Experience: User-Generated Content Features





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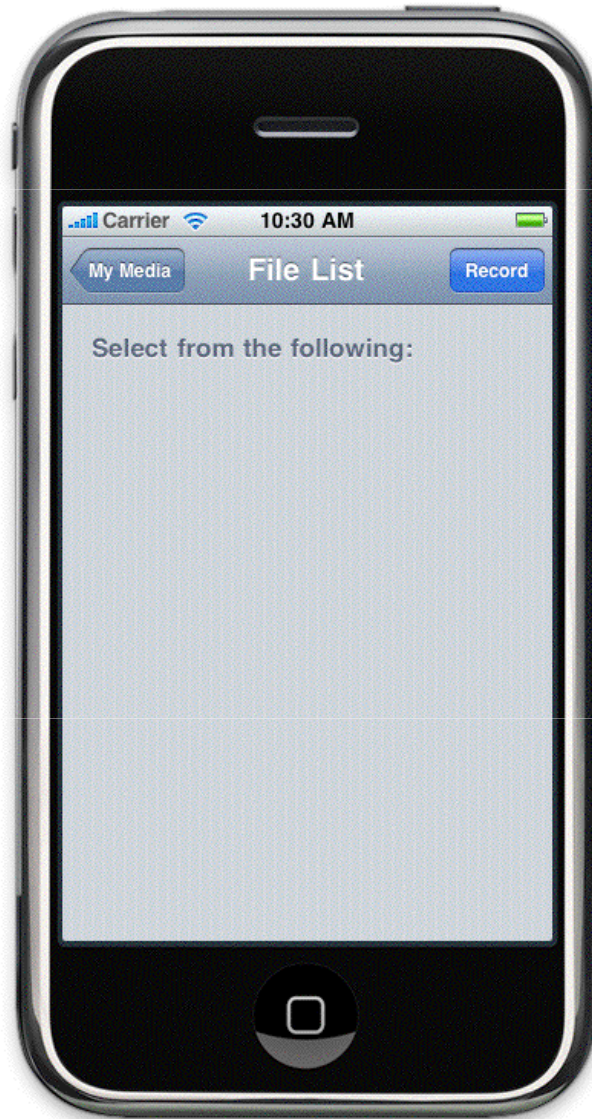
CellCast Experience: Capture Images for Sharing





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CellCast Experience: Capture Podcast for Sharing





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CellCast Experience: Recording User Podcast





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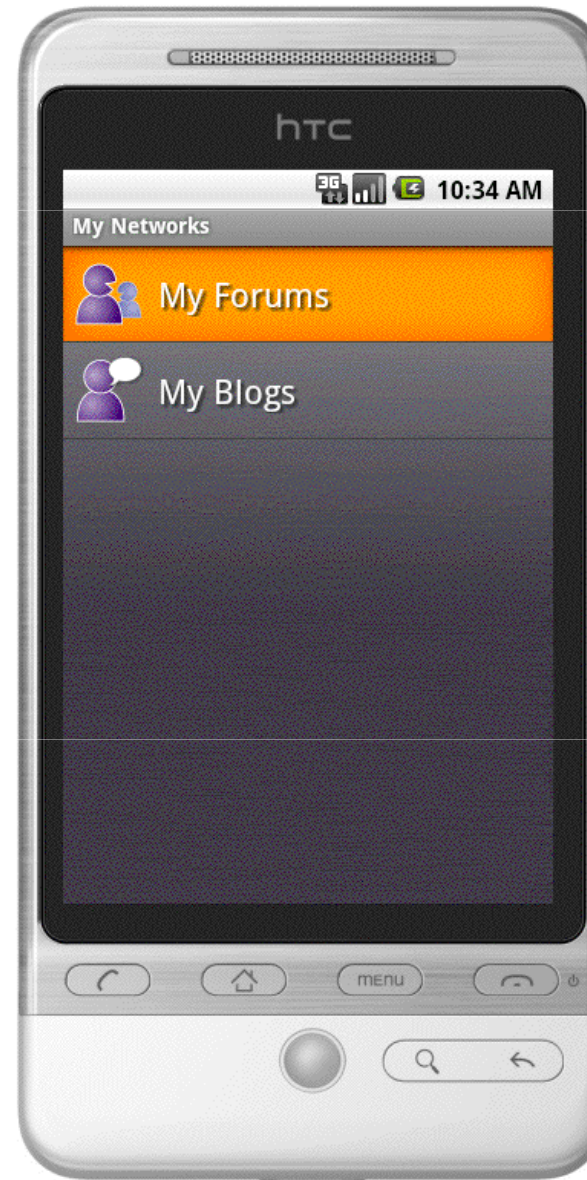
CellCast Experience: **Uploading User Podcast**





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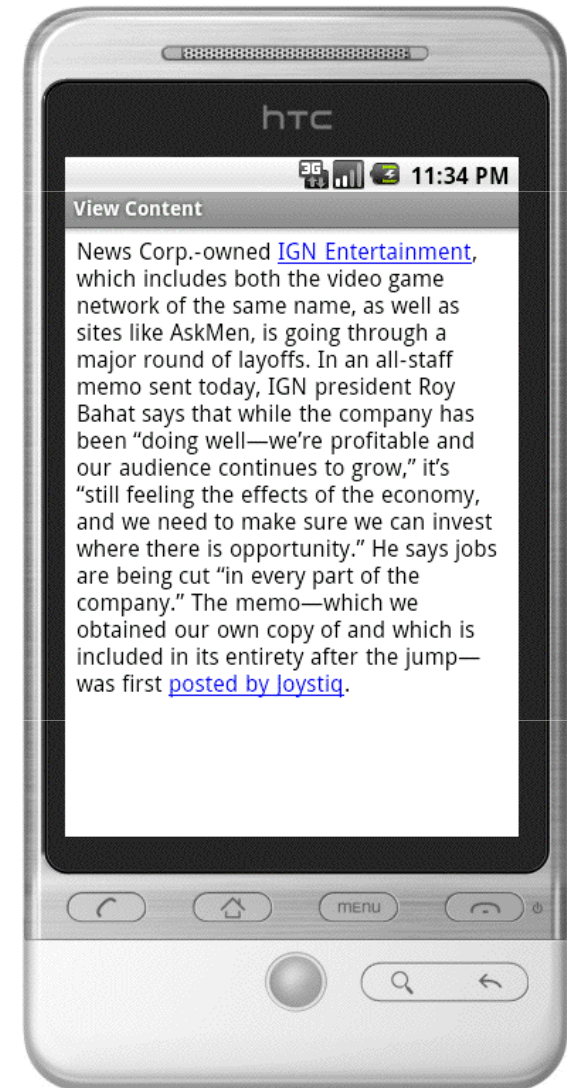
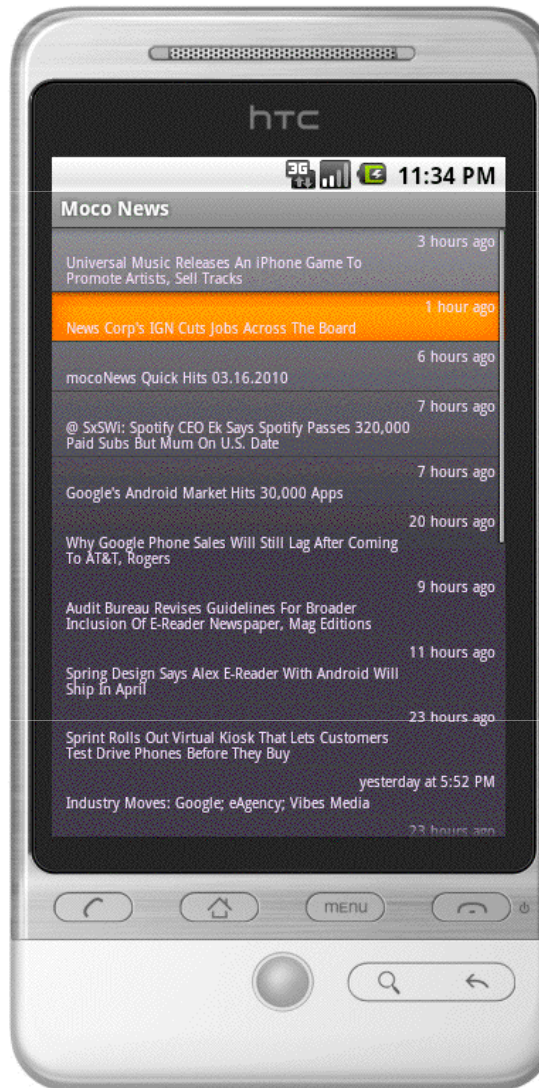
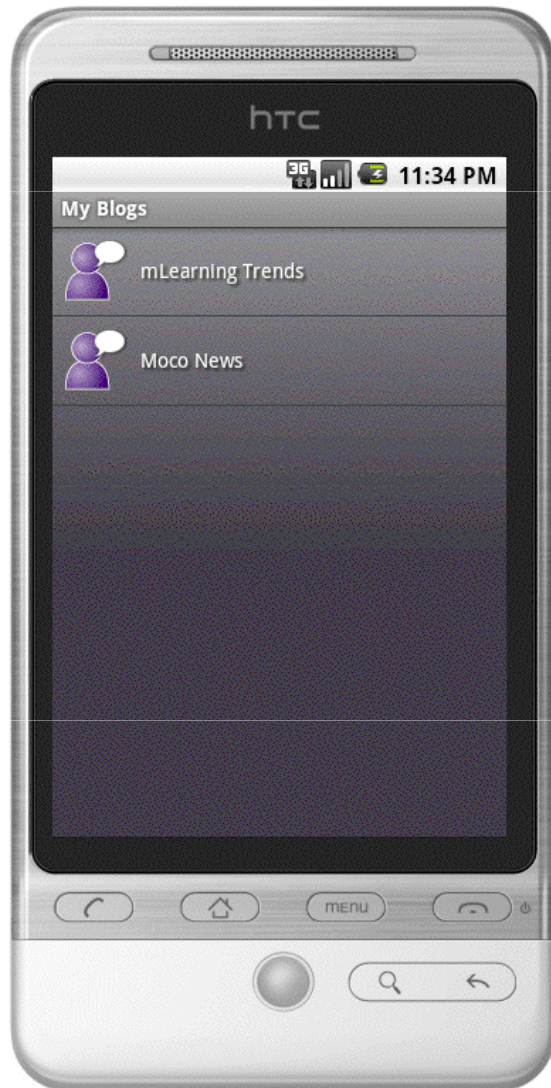
CellCast Experience: Private “Social/Mobile” Features





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CellCast Experience: Private “Social/Mobile” Features





- For more Information on ***CellCast Solution***:

<http://www.mlearning.com>

<http://www.mobilelearning.com>

<http://www.onpointdigital.com>

- Follow the ***mLearning Trends*** Blog at:
mlearningtrends.blogspot.com

- Or Call: +1-912-898-9202
- Email: rgadd@onpointlearning.com
- Twitter: @robgadd4



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Additional Case Study Examples



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CASE STUDY #1

CO: Applied Industrial Technology

Reqs: Mobile Workforce Enablement

Tech: CellCast Solution v2.0

Market: Launched July 2008 with 1,000 sales & technical workers across North Amer.

Overview: Anytime/anywhere training and support for sales teams and technical resources spread across North America supporting Applied 2M+ SKU inventory. Teams have access to audio-based content, surveys & forms and can retrieve their assignments from a custom web portal for use on their cellphones or their MP3 Players. New content is created by management and product managers using OPRI call-in tools.





CASE STUDY #1 - RESULTS



- Deployed to 1,000 personnel in 4 months with plans to increase to 3,500 people for Year One
- Content creation time was reduced from 3 days to 1 day; 50% fewer resources were needed to produce and deploy the content
- Delivery & assimilation dramatically accelerated from an average of 48 days to just 6 days
- Completion rates during the pilot with virtually 100%
- User satisfaction levels with the experience were rated 4.5 on a 5 scale



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CASE STUDY #2

CO: Urban Planet Mobile

Reqs: Adult Education on Mobile

Tech: CellCast Solution (Audio & Mobile Web)

Market: Launched Feb 09 via partners in USA, Mexico, S. America & Asia Pac

Overview: Urban Planet (UP-ME) seeks to bring mobile learning to the masses through everyone's ever-present mobile phone. UP-ME has a library of 5,000+ audio & mobile web friendly for Basic English, Workplace English, TOEFL, GRE/SAT & other lessons delivered daily to subscribers through carrier partners worldwide. Subscription packages fit any device (voice/SMS to smartphone) & any budget (starting at \$5/user/mo). Specialized features include Ecommerce purchases & a "Pronunciation Practice" engine.



Business

Social

